

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Patent Application of:  
Dana Borger et al.

Application No.: 09/922,348

Confirmation No.: 7283

Filed: August 3, 2001

Art Unit: 2452

For: SYSTEMS, METHODS AND COMPUTER  
PROGRAM PRODUCTS FOR INTEGRATING  
ADVERTISING WITHIN WEB CONTENT

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Examiner: D. Chankong

**AMENDMENT AFTER ALLOWANCE UNDER 37 C.F.R. 1.312**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Madam:

**INTRODUCTORY COMMENTS**

This Supplemental Amendment is filed pursuant to 37 C.F.R. § 1.312 to correct minor informalities in the present application. No new matter is added by this amendment.

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 16 of this paper.